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<b>(21) International Application Number:</b> PCT/US90/00102 <b>(22) International Filing Date:</b> 3 January 1990 (03.01.90) <b>(30) Priority data:</b> 324,896 17 March 1989 (17.03.89) US <b>(71) Applicant:</b> EXCNET CORPORATION [US/US]; 3377 North Torrey Pines Court, Suite 300, La Jolla, CA 92037 (US). <b>(72) Inventors:</b> FORESMAN, R., Scott ; 6417 La Jolla Scenic Drive South, La Jolla, CA 92037 (US). SLADE, Michael, G. ; 579 Kansas Street, San Francisco, CA 94107 (US). MOSCICKI, John, M. ; 7675 Mar Avenue, La Jolla, CA 92037 (US). KEILTY, Kathleen, B. ; 1117 Marquette Avenue, Apartment #1210, Minneapolis, MN 55403 (US). SHEK, Terence, P. ; 1929 Grove Street, San Francisco, CA 94117 (US).		<b>(74) Agent:</b> KLEINKE, Bernard, L.; Laff, Whitesel, Conte & Saret, 101 West Broadway, Suite 1580, San Diego, CA 92101 (US).  <b>(81) Designated States:</b> AT (European patent), AU, BB, BE (European patent), BF (OAPI patent), BG, BJ (OAPI patent), BR, CA, CF (OAPI patent), CG (OAPI patent), CH (European patent), CM (OAPI patent), DE (European patent), DK (European patent), ES (European patent), FI, FR (European patent), GA (OAPI patent), GB (European patent), HU, IT (European patent), JP, KP, KR, LK, LU (European patent), MC, MG, ML (OAPI patent), MR (OAPI patent), MW, NL (European patent), NO, RO, SD, SE (European patent), SN (OAPI patent), SU, TD (OAPI patent), TG (OAPI patent).  <b>Published</b> <i>With international search report.</i>
<b>(54) Title:</b> COMPILING SYSTEM AND METHOD OF PRODUCING INDIVIDUALLY CUSTOMIZED RECORDING MEDIA		
<b>(57) Abstract</b>  <p>The compiling system (s) and method of the present invention enables the recording of individually customized information onto blank storage media devices (970), and includes a data base memory device (904A) for storing information pertaining to a group of recipients. A presentation memory device (920A) stores a group of pre-recorded signals indicative of a group of information segments to be compiled selectively. A computing device (900) responds to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes. A recording device (970) responds to retrieved signals indicative of certain ones of said segments for storing said retrieved signals onto individual ones of the storage media devices.</p>		

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DescriptionCOMPILING SYSTEM AND METHOD OF PRODUCING  
INDIVIDUALLY CUSTOMIZED RECORDING MEDIACross Reference to Related Application

5 This application is a continuation-in-part application of co-pending U.S. patent application of Michael G. Slade, Serial No. 06/850,239, filed April 10, 1986, entitled "Personalized Feedback System Utilizing Pre-Recorded Media and Method of Making Same."

10 Technical Field

This invention relates generally to compiling systems, and methods of producing individually customized recording media. More particularly, this invention relates to a compiling system that facilitates the compiling of  
15 individually customized recording media for presentation to an individual, or to a group of recipients.

Background Art

Essential to the success of any given business or organization is its ability to target a communication to a  
20 selected segment of the public having a certain requirement or need for the products and/or services being offered or supplied by the particular organization in question. By communicating effectively with such selected individuals or groups of individuals, the organization can be  
25 reasonably assured of growth and success, and in general, of more effective and efficient dealing with others in the furtherance of its goals.

The targeting of the communication is accomplished by qualifying selected individuals or groups of individuals  
30 within the general public having a requirement or need for any given product or service. Due to the diversity that exists within the public, various different types and kinds

of qualification factors are employed. For example, age, education, income and other demographic qualification factors are commonly used for helping to target communications from organizations.

5        In order to effectively qualify individuals for particular products or services, numerous data sources have been developed for helping a business or other organization target its marketing or advertising efforts. For example, organizations establish data bases which may  
10       be representative of individuals who have utilized certain products or service in the past. Similarly, the organizations conduct surveys to develop customer intelligence information from interviews and telephone solicitations. Related data is also obtained from other  
15       sources such as zip code-based address market data services, government motor vehicle listings, or even from analyzing customer transaction data, such as the purchasing habits of a credit card holder.

20       It would be highly desirable to have a method and apparatus for using targeting information in an even more effective and novel manner. In this regard, it would be useful and desirable to have new and improved techniques for producing dramatically new, individually customized forms of communication. Such forms of communication should  
25       be directed to each individual recipient of such communication. Such communication should be focused to the recipient's own requirements, needs or idiosyncracies, to produce individually customized communications relating to specific ones of products and/or services for individuals  
30       or groups of individuals.

      Such novel and dramatically new form of communication should be an individually customized communication suitable

for convenient delivery to, and use by, the targeted recipient. If desired, large numbers of such communications should be able to be mass produced in large numbers for distribution to the targeted segment of the public, and yet each such mass produced communication should be individually customized to each individual recipient. In this regard, each individual communication should be compiled of a plurality or series of segments selected to the idiosyncracies of its intended individual recipient. Such technique should be relatively inexpensive to mass produce and to distribute.

#### Disclosure of Invention

Therefore, the principal object of the present invention is to provide a new and improved compiling system and method for producing individually customized communications for a group of recipients in a relatively inexpensive manner.

It is yet another object of the present invention to use such a new and improved inventive system and method to record compiled and customized recipient information on a storage media device such as a videotape cassette.

It is yet another object of the present invention to use such a new and improved inventive system and method to print customized printed material, such as solicitation letters, mailing labels and the like, to accompany and/or precede the compiled customized recording media produced by the process of the present invention.

Briefly, the above and further objects of the present invention are realized by providing a new and improved compiling system and method for producing customized communications, which are each individually customized and which relate to each individual recipient.

The compiling system and method of the present invention enables the recording of individually customized information onto blank storage media devices, and includes a data base memory device for storing information signals indicative of customized recipient information pertaining to a group of recipients. A presentation memory device stores a group of pre-recorded signals indicative of a group of information segments to be compiled selectively. A computing device responds to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes. A recording device responds to retrieved signals indicative of certain ones of said segments for storing said retrieved signals onto individual ones of the storage media devices.

In one form of the invention, the system employs a video/audio recording arrangement, to enable a recipient to receive a customized videotape for playing on a conventional videotape player. A customized recipient data base consisting of information pertaining to a segment of the general public, is accessed and compiled according to certain predetermined selection criteria under the control of the computing device.

The storage media devices store a group of pre-recorded audio and video signals, which are indicative of segments illustrative of product, service, and/or recommendation information for presentation to a recipient. The storage media devices store retrieved signals indicative of certain ones of the segments to provide a

presentation of information customized for an individual recipient.

5 In order to manufacture the storage media devices in one form of the invention, the computing device causes the recording device to store the selectively compiled and sequenced segments onto the storage media devices. In this manner, individually customized storage media devices can be mass produced, and each one is different from one another. In this regard, each one is customized for  
10 individual recipients of the storage media devices, to provide a dramatic new form of communication to targeted recipients.

15 In another form of the invention, the computing device causes a printer to print indicia, which corresponds to individual ones of the storage media devices. In this regard, the printed indicia may, for example, be used to identify the storage media.

20 Thus, the system of this invention provides a new and improved compiling system which enables individually customized storage media devices, such as video cassette tapes, audio tapes, or other such devices, to be mass produced at relatively low cost for distribution to targeted recipients. Each media device contains pre-recorded information segments selected to match the  
25 individual recipient's idiosyncracies, such as his or her needs and/or requirements. Such a customized storage media can be utilized by the recipient, on widely available conventional videocassette recorders and television receivers.

30 Brief Description of Drawings

The above mentioned and other objects and features of this invention and the manner of attaining them will become

apparent, and the invention itself will be best understood by reference to the following description of the embodiments of the invention in conjunction with the accompanying drawings, wherein:

5       FIG. 1 is a detailed block diagram of a compiling system constructed in accordance with the present invention;

10       FIGS. 1B-1H are flow chart diagrams illustrating a computer program stored in the computer of the system of FIG. 1, to control the sequence of making the pre-recorded storage media devices;

      FIG. 2A is a block diagram of another compiling system which is also constructed in accordance with the present invention; and

15       FIG. 2 is a functional block diagram of one of the tape production units of the compiling system shown in FIG. 2A.

#### Best Mode for Carrying Out the Invention

20       The detailed description that follows is organized according to the following outline:

- A.   GENERAL DESCRIPTION OF SYSTEM FOR COMPILING  
      CUSTOMIZED RECORDING MEDIA
- B.   DETAILED HARDWARE DESCRIPTION
- C.   SYSTEM SOFTWARE
- 25   D.   MULTIPLE MEDIA PRODUCTION SYSTEM
- E.   TAPE PRODUCTION UNIT

#### A. GENERAL DESCRIPTION OF SYSTEM FOR COMPILING       CUSTOMIZED RECORDING MEDIA

30       Referring now to the drawings, and more particularly to FIG. 1, there is shown a compiling system S, which is constructed according to the present invention. The



system S includes a recorder 950, such as a videocassette recorder, and is able to produce individually customized recording media 970, such as a series of videocassette tapes, for distribution to a series of recipients. Each  
5 tape is thus provided with a compiled group of recorded segments related to suit the needs and requirements of individual persons who will receive and view the material recorded on his or her tape.

A computer 900 accesses computer readable generalized  
10 data base information signals indicative of a compilation of recipient or customer information stored in a generalized data base memory 904A. Such recipient information includes a compilation or listing of information relating to a group of recipients concerning  
15 their individual idiosyncracies, and other information, such as their names and addresses. Storage or memory devices such as a group of video disc players generally indicated at 920A, store a group of pre-recorded audio and video signals indicative of a group of audio and video  
20 segments to be compiled selectively in a customized manner for an individual recipient in accordance with the information stored in the generalized data base memory 904A. The audio and video segments can be various different audio overlay segments, audio coordinated motion  
25 picture segments, video motion picture segments, video still picture segments, video graphics overlay segments, and video textual overlay segments, each being stored in individual ones of the respective records 920 through 925.

The generalized data base memory 904A is accessed by  
30 the computer 900 and only certain relevant information stored therein is retrieved and stored in a customized recipient data base memory 903. In this regard, for

example, only certain items of information are retrieved from the generalized data base memory, and such items may include the names and addresses of the recipients, and only certain other items of information. Such other items may include their preferences, past spending habits, their likes and dislikes, and others.

The generalized data may be required from a company desiring to communicate with their customers, and the generalized data may include many different types and kinds of information relating to the customers. The generalized data may be stored on any convenient computer readable media such as floppy disc, computer readable survey forms with pencil or ink notations thereon, laser discs and the like.

The computer 900, responding to the customized information stored in the memory 903, selects only certain ones of the information segments from the memory devices or players 920A. A relational operation program stored in a relational program memory 902 of the computer 900 controls the computer 900 to cause certain items of information to be retrieved from the customized memory 903 for determining which segments and in what order, they are to be recorded onto the recording media 970, such as a videocassette via a recorder 950. In this regard, signals indicative of certain ones of the pre-recorded audio/video segments are retrieved selectively in a given sequence, including correlation, sequence overlay, selection, and sequencing.

Under the control of the computer 900, pre-recorded information segments stored in the memory devices or recorders 920A are selectively retrieved and compiled in the desired sequence for recording on the blank storage media device 970 during the production of individually

customized storage media devices, such as videocassettes. The customized videotaped presentation incorporates a compilation of certain selections retrieved from the generalized data base information, together with selected ones of the pre-recorded audio and video segments. In this regard, the videocassette, after being custom recorded, can be played back on a videocassette recorder (not shown) used by the recipient. In this manner, based on certain recipient information, certain audio and video segments and overlaid segments, are computed and recorded onto a videocassette for a given recipient. Thus, the custom recorded videocassette can be used for presenting packaged information, such as information regarding products, services, and recommendations in a customized manner.

Once the customized information has been compiled on the videotape or other recording media, the recorded storage media device 970 may be delivered to a recipient for use on any available countable play-back device, such as a videocassette recorder or player (not shown). Thus, an individual recipient is able to view and/or read a presentation, which is customized to achieve maximum recipient interest in the presentation, as well as the recipient's acceptance of the presented product, service and/or recommendation.

Considering now the operation of the system S of the present invention in greater detail, the operation causes the preparation of individualized customized recording media devices from a content library stored in the players 920A.

Considering now the operation of the compiling system S and more particularly how individual recording

media, such as recording media 970 are coupled and recorded.

After the computer 901 accesses the generalized data base it stores the raw data derived therefrom in the customized recipient data base memory 903. A program stored in the relational memory 902 causes the computer 901 to select a profile of segment information stored in the players 920A that would relate to each recipient. This program also causes the computer 901 to sequence the selected profile of segment information stored in the players 920 in a particular sequence for each recipient.

Once the profile selection and sequencing is accomplished, the program stored in the relational program memory causes the computer 901 to compile selected portions of the raw data stored in the customized recipient data base memory 903 with the selected profile information. More particularly, as each sequenced profile segment is read from a selected player, the computer will copy and store the segment, merge the segment with a selected raw data portion if appropriate, to structure a segment for recording and then causing the recorder to record the compiled structured segments on the individual recording media, such as recording media 920. This method of operation is repeated for each individual recipient, thus the system in operation compiles and records a group of individual recording media where each recording media is customized for an individual recipient.

The media devices in the form of videocassettes as recorded under computer assistance, are based on the unique needs, desires and idiosyncracies of each recipient. The specific operation and content of each presentation group is based on a consultative process that analyzes

information from the generalized data base memory, containing information unique to each recipient. Such information includes very simple information, such as the recipient's name only, as well as highly complex  
5 information with individualization schemes determined individually for each use of the resulting custom recorded videocassette. Once the generalized information stored in the memory 904A has been analyzed by the computer 900,  
10 information is compiled or translated into a profile for determining what information content with respect to products, services, recommendations, and other visual, graphic, audio, or textual matters will be delivered to each individual recipient.

After the information segments stored in the  
15 players 920A in the form of a profile of information content has been developed for a group of recipients, the computer 900 is controlled by a program, which determines what specific presentations and sequencing of this information would be most effective for a given individual  
20 recipient. In this regard, the program has algorithms embodying formulae or rules to determine which recipient receives which information segments. The computer 900 then causes the compilation of the customized information, and assembles the information onto an appropriate individual  
25 recording media 970 for distribution to the recipient who then can utilize the media 970 on his or her own play-back device (not shown).

Considering now the generalized information source from where the recipient information may be gathered in  
30 greater detail, the generalized recipient information can be obtained from whatever source is most appropriate for the presentation application.

For example, information sources may include prospect lists developed from public sources such as a voter's registration list. Also, such sources may include a customer list including names and addresses, as well as  
5 more complex information such as age, sex, income, education, and location demographics with past purchasing histories. Other sources may include customer intelligence developed from interviews, initial telephone solicitations, appending related data (such as from address zip code-based  
10 market data services or government motor vehicle lists) or analysis of customer transaction data such as a customer's purchasing habits. The generalized information may also be developed from response or survey cards where a prospective recipient provides a written response to questions.

15 Considering now in greater detail the customized recipient data base information stored in the memory 903, as developed from the above mentioned generalized information sources with little or no interpretation, calculations or associated conclusions as related to a  
20 specific recipient, such customized information is raw information, which may include the recipient's name, address, state, address, zip code, and telephone number. Additionally, the customized information may include demographics pertaining to the recipients such as age,  
25 sex, income, education, etc. Also, such information may include past activities of the recipients such as purchase of particular products, amounts spent in particular product categories, overall expenditure levels, etc. and the like. Moreover, there may be included the recipient attitudes and  
30 behavior such as lifestyle, travel, interests, hobbies, etc. and others.

Other customized information may include the recipient preferences related to particular product benefits or product categories such as risk level and liquidity for financial products, quality and purchase price of consumer products, and the like. Similar information may also include specific recipient requests for information on a particular product or a related topics such as might be "checked" on a reader response card.

Considering now the segment information stored in the players 920A, the segment information is in the form of information relating to products, services, and recommendations.

Considering now the selection of the information stored in the players 920A for presentation to an individual recipient, the computer 901 in response to the program stored in the relational program memory 902 selects certain segment information for presentation to individual recipients. The selection is based on a set of conclusions about what information should be included on a particular recipient's presentation tape and is controlled by a set of decisional rules applied to the raw data stored in the memory 93. It should be understood that profile includes a completion of information that can include specific products, services or recommendation segments stored in the players based upon recipient segmentation, categories of products, services or recommendations where either the data or knowledge of their benefits as related to specific recipients is not complete enough to releasably select a specific segment from the players 920A for presentation to a recipient, or similar scheme, for selecting a particular product, service or recommendation whose benefits best match each individual recipient's needs based upon their

unique raw data stored in the customized recipient data base memory 903.

5       Considering now the presentation and sequencing in greater detail, presentation and sequencing of the information stored in the players 920A requires conclusions about what specific audio/video segments are to be presented and in what specific order. These conclusions are developed by the program stored in the relational program memory 902 and includes a set of decisional rules that are applied to each recipient's raw data store in memory 903, and the PSR identified in the profile. The relational program stored in the relational program memory 902 utilizes its algorithm to determine what particular presentation of a PSR would be most effective for that recipient, and what order of presentation would be most effective for that recipient. In structuring the presentation and sequencing the algorithm or program stored in memory 902 considers: previous recipient experience, if any that would enable the selected audio/video segment stored in the players 920A to be more effective; positioning factors, such as age, education, etc. of the recipient that influence the vocabulary, tone, or even the specific features that are included in the selected segments; and interaction information, that influence the sequencing, specific message such as reference to a previously presented product, service or recommendation made to a recipient on the presentation media or elimination (e.g. not presenting all segments if too many are selected in the profile) of all possible segments.

30       Considering now the process of recording onto individual ones of the recording media 970 in greater detail, the assembly of the recording media 970 can be



accomplished through a variety of methods to achieve a full audio/video presentation, audio only, or video only, and possibly with accompanying written or printed media. These include the present inventive system which extends to full audio/video assembly, audio only, and written/printed media assembly.

Considering now the application of the present inventive process to a few compiling examples:

1. Compiling a Customizing a Recording Media with the Recipient's Name as the Only Variable

Table A

15	Data Source (Memory 904A):	Prospect List
20	Raw Data (Memory 903):	First & Last Name
25	Profile (Players 920A):	Name Test
30	Segment Presentation/ Sequencing (Memory 902):	One Possibility Only (Not Variable)
35	Compiling segments/ Raw Data:	Name Overlaid in Introduction (only variable)
40		

2. A Compiled Customized Direct Mail Solicitation  
With Minimal Customization

Table B

5	Data Source (Memory 904A)	Credit Cardholder File
10		
15	Raw Data (Memory 903)	First & Last Name Type of Card Membership Date
20		
25	Profile	Name Text Membership Data Text Card Type Text
30		
35	Segment Presentation/ Sequencing (Memory 902)	Same Sequence for All (Not Variable) Variable Video Segment - based on Card Type (First Variable) Variable Audio Segment - based on Member Date (Second Variable)
40		
45		
50	Compiling Segments/ Raw Data	Name Overlaid in Introduction (Third Variable) Customized Video/Audio Segments
55		

3. A Compiled Cross-Product Sale - Direct Mail Solicitation to Customer who Purchased Product A with Recommendation to Purchase Follow On Product B.

Table C

5		
10	Data Source (Memory 904A)	Customer File
15	Raw Data (Memory 903)	First & Last Name Age/Sex Previously Purchased Product
20		
25	Profile (Players 920A)	Selection of most relevant benefits of "Product B"
30		
35	Segment Presentation/ Sequencing (Memory 902)	Descending order of importance to each customer type (First Variable)
40		
45	Compiled Segment/Raw Data	Name Overlaid in Introduction (Second Variable) Customized Audio/Video Segments (Third Variable) Benefit 1 segment Benefit 2 segment Benefit L segment Response Instruction Overlaid at Conclusion (Fourth Variable)
50		
55		
60		
65		

70 From the foregoing, it would be obvious to one skilled in the art that the present inventive process and system have a wide range of applications. Table D is a summary of a few applications to which the present inventive system and method would apply.

Table D

5	Applications	Examples		
10	Marketing Applications	Solicitation	Response	Product Positioning
15	Product Presentation Application	Financial Plan	Benefit of Product	Benefit of Service
20	Training Application	Competitive Product Comparison	--	--
25	Coaching Application	Sports Instructions	Health/Diet Instructions	--
30	Interpre- tation and Expertise Application	Selecting Relevant Expert Recommen- dations	Interpre- tation Test Results	--
35	Information Selection and Focusing	College Catalog	Product Catalog	Service Catalog
40				
45				
50				

55 Considering the compiling system S in greater detail,  
illustrated in FIG 1. More particularly, the compiling  
system S employs a computer generally indicated at 900,  
such as the model sold by IBM Corporation of New York,  
under the trade name "IBM PC/XT." It will become apparent  
to those skilled in the art that other types and kinds of  
60 computers may also be employed in accordance with the  
present invention.

The computer 900 includes a microprocessor unit 901, a  
relational program memory unit 902, and a customized  
recipient data base memory 903.

65 The compiling system S also includes a segment  
selector 910 that operates with a series of videodisc

players 920-925 and a customizing overlay integrator 930 to enable computer-control selection of pre-recorded signals stored on a series of videodiscs (not shown). The videodisc players 920-925 may be Sony LDP-2000-3 videodisc players. The segment selector 910 includes a audio/video switcher 915.

The videotape recorder 950 may be a conventional 1/2 inch recorder capable of producing a videocassette that is compatible with conventional home videocassette recording equipment. The audio-video monitor 960 may be a Sony PVM-1271Q audio-video monitor.

The components of the system S are interconnected generally as indicated in FIG. 1, and used with suitable programming to produce the recording media 970. The compiling system selects and plays back audio/video segments; graphics, music, narration from the player 920A, and special effects from the audio/video switcher 915. Additionally, the program operating with the data computer 900 merges or integrates data base information as part of the presentation to create either or both a recording media having customized information sequenced for audio-visual display purposes, or a media with printed indicia thereon having customized information sequenced and integrated with recipient information.

#### B. DETAILED HARDWARE DESCRIPTION

Considering the compiling system S in still greater detail, the system S includes the computer 900 which is interconnected to the segment selector 910, the videodisc players 920-925, the customized overlay integrator 930, the recorder 950, and the printer 955.

The videodisc players illustrated in FIG. 1 are interconnected in a "daisy chain" manner by suitable

cables, shown generally as cable means 926 via a group of IEEE-488 ports (not shown). However, it is to be understood that other conventional local area networking techniques may also be employed. Cable means 926 is also  
5 connected to the personal computer 900.

The printer 955 illustrated in FIG. 1 is connected to the computer 900 by a cable shown at 955A. In this manner, the computer 900 is able to control the printer 955 and to print indicia 75A on media, such as recording media 75  
10 illustrated schematically in FIG. 1. The recording media is preferably a videocassette, but it is to be understood that other types and kinds of recording media, such as audiocassettes, laser discs, and others, may also be employed. The storage media 970 may be played back on a  
15 play back device (not shown), such as a conventional video cassette recorder and a television receiver (not shown). It should, of course, be understood that various different kinds of such recorders, including high definition video cassette recorders and television receivers, may also be  
20 employed.

The discs of the players store audio overlay segments, audio coordinated motion picture segments, video motion picture segments, video still picture segments, video graphic overlay segments, and video textual overlay  
25 segments. In order to access these information segments selectively, messages are sent from the computer 900 to selected ones of the players. The messages typically include a search command for beginning and terminating frames. In this manner, one player can be caused to play  
30 back a segment, and then the next player can be placed in a ready state on a cue.

The segment selector 910 includes an RS-232C port (not shown) which is interconnected by a suitable cable means illustrated by line 904 to a corresponding RS-232C port (not shown) in the personal computer 900.

5 In addition, videotape recorder 950 is interconnected by cable means 905 to a parallel card (not shown) in computer 900.

Interconnected in this manner, the IEEE-488 ports and IEEE-488 card (not shown) in the computer 900 may be used  
10 to exercise control over the videodisc players 920-925. Using this configuration, it is possible to control from one up to fifteen videodisc players with one IEEE-488 card. Six videodisc players are shown for illustration only. The actual number of videodisc players used may be  
15 increased according to the number of source videodiscs needed to produce a specific customized videotape sequence. A fewer number of videodisc players may also be employed.

Considering now the interconnecting of the video portion of the compiling system S with reference to  
20 FIG. 1, each of the videodisc players 920-925 also includes a video output, ports 920A-925A. These video outputs 920A-925A are interconnected by suitable cable means 905 to the segment selector 910 and more particularly to the audio/video switcher 915 of the segment  
25 selector 910. The audio/video switcher 915 includes an internal audio/video switcher 915A.

Each one of the videodisc players 920-925 also includes a synchronizing input port, sync ports 920B-925B. These sync inputs 920B-925B are interconnected by a  
30 suitable cable 906 to the segment selector 910 and more particularly, to a sync distribution amplifier 919 which is interconnected to a sync generator 917 via a cable at 907.

Considering now the interconnecting of the synchronizing portion of the coupling system S with reference to FIG. 1, the sync generator 917 is interconnected by suitable cables illustrated at 907A to the audio/video switcher 915, to provide a video black signal to the audio/video switcher 915. A selected video signal from a selected one of the video outputs 920A-925A and 907, is coupled from the audio/video switcher 915 by a suitable cable illustrated at 918 to the customizing overlay integrator 930, and more particularly to its graphics and character generator 931.

The output from the graphics and character generator 931 is transmitted by cable 932 to the video input of a video distribution amplifier 935. The output from the video distribution amplifier 935 is transmitted by a suitable cable 937 to the video input of recorder 950. Recorder 950, in turn, records the video signal on a suitable medium such as the conventional videocassette 970.

The output of the video distribution amplifier 935 is also coupled via a cable 937, to the video input of the composite audio/video monitor 960 where video signal quality can be monitored.

The segment selector employs three modes of operation: a video straight through mode from the videodisc players 920-925, a customized overlay mode driven by the computer 900, and a computer graphics mode also driven by the computer 900.

In order to cause a visually uninterrupted flow between video segments, all of the major components are synchronized by the sync generator 917. Thus, all of the frames of information stored on the disc of the various disc players, are played back in synchronism.



For continuous presentation, the segment selector 910 receives a switch command from the computer 900 to request the next player to come on line. However, the command is executed only upon the coincidence of the vertical blanking interval signals generated internally by the segment selector 910. Thus, the switching from one videodisc player to the next, occurs during the vertical blanking interval.

Considering now the interconnecting of the audio portion of the compiling system S with reference to FIG. 1, the videodisc players 920-925 include audio output ports 920D-925D. These audio output ports 920D-925D are interconnected by a suitable cable 908 to the segment selector 910, and more particularly, to the special efforts generator 915 of the segment selector 910.

An audio output port 915B from the audio/video switcher 915 is interconnected by a cable 918A to the customizing overlay integrator 930, and more particularly, to its audio level control portion 934. The output from the audio level control 934 is transmitted via a cable 932A to the audio input of an audio distribution amplifier 936. The output from the audio distribution amplifier 936 is transmitted via a cable 937A to the audio input of the recorder 950. Recorder 950, in turn, records the audio signal on a suitable medium, such as a track of the conventional videocassette 970.

The output of the audio distribution amplifier is also connected via a cable 937A to the audio input of the composite audio/video monitor 960 where audio signal quality can be monitored.

The segment selector 910 also employs three audio modes of operation. They comprise an audio straight

through mode from the videodisc players, an overlay mode from the computer, and a computer audio only mode from the computer. These modes of operation are synchronized and control in a manner similar to the video portion of the segment selector and will not be described hereinafter in greater detail.

Considering now the relational memory program 130 with reference to FIG. 1B, the program 130 controls the presentation sequence or format of the information recorded onto the recording media 970 or the indicia 75A printed on the media 75. The program begins at 130A and advances to 131 where the generalized data base file is analyzed and customized. This enables the system to analyze the data and to select the presentation segments to be used. The presentation then proceeds with selecting an introduction for a recording on the cassette 970 as indicated at step 132 of FIG. 1B. The introduction segment is then copied and merged with the recipient or customized data as indicated at step 133.

As the introduction segment is being recorded, the next segment is cued as indicated at step 134. the presentation advances to step 135 to determine whether the customized information is to be overlaid or merged with the next sequence. If the segment is to be customized the customized data is merged with the segment and recorded as indicated at step 136. If the segment is not to be customized, the program proceeds directly to step 137. At step 137, the program determines whether another segment is to be recorded. If so, the program returns to step 134 to cue another segment. If no additional segments are required, the program advances to step 138. If the sequenced and or customized data is to be printed, the

program advances from step 138 to step 139 which calls the print routine. After the material has been printed the program goes to step 140 to determine if another recipient tape is to be produced. If other tapes are to be  
5 produced, the program returns to box 132 and repeats the process described. If no additional tapes are to be produced, the program goes to step 141 and ends the production sequence.

#### C. COMPUTER SOFTWARE

10 Referring now to FIGS. 1C-1I, there is shown detailed flow charts of a generalized computer program for producing compiled customized recording media and associated customized media with indicia thereon. The flow charts of FIG. 1C-1H further define each one of the steps 130 to 141  
15 of FIG. 1B. The software is stored in the personal computer 900 of the compiling system S.

The presentation sequence or format of the information recorded onto the recording media 970, is controlled by the computer program 1000 stored on the floppy disc (not  
20 shown), and as illustrated in FIGS. 1C-1I.

As indicated in FIG. 1C, the program begins at 1001 and proceeds to action box 1002 where a current client counter is set to zero. The program then proceeds to box 1003 to open a client file list and causes the computer  
25 900 to store the number of current client files stored on the floppy disc to determine how many recording media will be produced. The file number is retained by the program and is compared against the current client counter for an equivalence. The program then reads, analyzes and stores  
30 selected current client profile histories as indicated at box 1004. The client list file is then closed in box 1005 which enables the system to review the customer profile

history to select the presentation elements to be used for that particular client. The program then proceeds to box 1006 and cues the videodisc player to be used with this client. Once the videodisc player is cued, the  
5 program proceeds with preparing the opening title and causing an introduction to be prepared for recording on the cassette 80, as indicated at box 1007.

Referring now to FIG. 1D, the program then causes the recorder to be loaded with a blank tape as indicated at  
10 box 1010. The program proceeds to box 1012 once the recorder 950 has been loaded and engages the recorder 950 in the record mode. When the recorder 950 has been engaged in the record mode the program proceeds with the process of playing the selected introduction segment from one of the  
15 videodisc players, and recording or copying that segment on the recording media with the prepared opening title as indicated in boxes 1013, and 1014.

As the introduction segment is being recorded, the program also reads the current client profile history,  
20 selects the appropriate presentation or planner segment, and cues the selected presentation or planner segment from one of the videodisc players also as indicated in box 1015.

The program then proceeds to decision box 1017 to wait  
25 for the previous audio/video segment (introduction segment) to end. If the segment has ended, the program proceeds to instruction box 1018 and proceeds with the process of playing the cued selected presentation planner segment and recording that segment on the recording media 970 as  
30 indicated in box 1019.

As the planner segment is being recorded, the program also reads the current file profile history, selects the

next audio/video segment and cues the next audio/video segment from one of the videodisc players as indicated in boxes 1021 and 1023.

5       The program then proceeds to decision box 1027 to determine whether the cued presentation segment is the concluding segment. If the segment is not the concluding segment, the program goes to box 1027B which advances the program to box 1051. If it is the concluding segment, the program proceeds to instruction 1027A which advances the  
10       program to box 1029.

Referring now to FIG. 1F, when the program advances to box 1029 where the program prepares overlays, at box 1030 the program waits for the previous audio/video segment to be recorded. When the planner segment has been recorded,  
15       the program proceeds to instruction box 1031 and plays the concluding segment. When the videodisc player plays the concluding segment it is copied and then recorded on the videotape with any prepared overlay as shown in box 1032.

20       The program then waits for the segment to be recorded as illustrated in box 1033.

Return now to box 1027, if the program determines the cued presentation segment is not the concluding segment the program goes to instruction box 1051 and prepares any necessary overlay for the next presentation segment.

25       The program then proceeds to decision box 1053 to wait for the previous segment to be recorded. Once the previous segment has been recorded, the program proceeds to box 1055 and plays the selected presentation, records the segment with any prepared overlay box 1057, and cues the player for  
30       the next presentation segment (box 1059).

The program then checks in decision box 1060 whether the cued segment is the concluding segment. If it is the

concluding segment, the program goes to instruction 1060A which returns the program to box 1029, where it prepares the overlays for the next segment and waits for the previous segment to be recorded at box 1030. When the previous segment has been recorded, the program records the concluding segment with any overlay as indicated in boxes 1031, 1032, and 1033 and then advances to box 1033A.

Once the recording has been completed, the program goes to instruction box 1036 and rewinds the recording media. When the recording media is rewound, the recorder ejects the recording media in box 1038. At decision box 1044 the program determines whether to print any specially sequenced and selected indicia on a media. If indicia is required, the program advances to instruction 1045 which calls a print routine. As the print routine is a standard program, it will not be described. After the document is printed with indicia thereon, such as indicia 75A, the program advances to box 1039. If indicia is not required, the program advances directly to box 1039 and then increments the client counter in box 1039.

After the current client counter has been incremented, the program proceeds to box 1041 and compares the current client counter with the number of client files originally read. If the numbers are equivalent (decision box 1043) the tape production task has been completed and the program ends. If the numbers are not equivalent the program goes to box 1043B which advances the program to decision box 1010.

#### D. MULTIPLE MEDIA PRODUCTION SYSTEM

Considering now FIG. 2A, another compiling system 10 for producing several sets of compiled customized recording

media simultaneously, is shown and which is also constructed in accordance with the present invention.

5 The compiling system 10 is comprised of a programming work station 12, a local area network file server 20 and a series of tape production units 26-31.

10 As best seen in FIG. 2 and 2A, the programming work station 12 consists of a central processing unit 14, a data base memory 15 and a program memory 16. The central processing unit 14 is interconnected to a keyboard 17 by a suitable cable means 13 to provide an input/output path to the central processing unit 14.

15 The programming work station central processing unit 14 includes a local area network card (not shown) which enables the work station 12 to be interconnected to the local area network file server 20. In operation the central processing unit 14 of the programming work station 12 via its operational program stored in its program memory communicates selectively with the tape production units, such as units 26-31.

20 Each tape production unit, such as unit 26 includes a local area access card (such as local access card 210 illustrated in FIG. 2) that enables the tape production unit to communicate with the local area network file server 20 which is connected to the central processing unit 14 of the programming work station 12. In this configuration, the programming work station 12 is able to communicate with a series of tape production units, such as units 26-31 so that several sets of compiled customized recording media may be simultaneously produced.

#### 30 E. TAPE PRODUCTION UNIT

As each tape production unit is substantially similar only tape production unit 26 will be described in greater

detail. Considering now tape production unit 26 in greater detail with reference to FIG. 2, tape production unit 26 employs a personal computer generally indicated at 200 such as the model sold by IBM Corporation of New York, under the trade name "IBM PC/XT". It should be apparent to those skilled in the art that other types and kinds of computers may also be employed in accordance with the present invention and that computer 200 is similar to computer 900 previously described herein.

The personal computer 200 includes a microprocessor unit 202, having a local area network card 210, a parallel card 220, a floppy disc drive 230, a keyboard 240, a computer display card 250, and a computer video monitor 255.

The computer video monitor 255 is connected to the computer 200 in a conventional manner via suitable cable means illustrated by line 255A.

The personal computer 200 also includes an IEEE-488 card 260, and a pair of RS-232C cards 270 and 280, respectively. These components are all well known conventional components.

A series of videodisc players 311-318 combine with a sync generator 400, a sync distribution amplifier 410, a audio/video switcher 525 and personal computer 200 to enable computer-control selection of pre-recorded audio/video signals store on a series of videodiscs (not shown). The audio/video switcher 525 includes an internal special effects generator 525A.

A program similar to program 800 stored on a floppy disc (not shown) is used to control operation of the tape production unit 26 to create a recordable composite audio-video segment sequence from the audio-video signals



selected from the videodisc players 311-318, graphic and audio information provided by the personal computer 200, and data base information stored on a floppy disc (not shown). In this regard, recipient data base information  
5 may also be alpha numeric information and entered into the computer 200.

Videotape recorder 700 then re-records these signals on a suitable recording media such as videocassettes 728, while a composite audio/video monitor 710 enables an  
10 operator of the system to monitor the quality of the tape being produced.

As the tape production unit is similar to system S previously described herein, no further detailed description of its hardware will be provided except for  
15 where it differs from system S.

Considering now the local area network card 210 in greater detail with reference to FIGS. 2 and 2A, the network card 210 of each tape production unit, such as tape production unit 26 is connected to the local area network  
20 file server 20 by a suitable cable means illustrated by lines 26A and 31A. In this manner, each tape production unit has access to the local area network file server 20 so that multiple compiled customized recording media may be prepared simultaneously.

25 While particular embodiments of the present invention have been disclosed, it is to be understood that various different modifications are possible and are contemplated within the true spirit and scope of the appended claims. There is no intention, therefore, of limitations to the  
30 exact abstract or disclosure herein presented.

What is claimed is:

Claims

1. An individually customized compiling system for recording information onto blank storage media devices, comprising:

5 data base memory means for storing information signals indicative of customized recipient information pertaining to a group of recipients;

presentation memory means for storing a group of pre-recorded signals indicative of a group of information  
10 segments to be compiled selectively;

computing means responsive to stored information signals indicative of customized recipient information for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing  
15 signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes; and

recording means responsive to retrieved signals indicative of certain ones of said segments for storing  
20 said retrieved signals onto individual ones of the storage media devices.

2. An individually customized compiling system according to claim 1, wherein said computing means comprises:

25 a central processing unit for processing said information signals indicative of customized recipient information pertaining to a group of recipients;

relational program memory means for storing processing signals to cause said recording means to store  
30 in a certain sequence the customized signals and the selected ones of said pre-recorded signals for facilitating

the presentation of product, service, recommendation information for a selected recipient; and

customized recipient data base memory means for storing signals indicative of customized recipient information pertaining to a group of recipients.

3. An individually customized compiling system according to claim 2, wherein said computing means further comprises:

segment selector means for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments.

4. An individually customized compiling system according to claim 3, wherein said segment selector means comprises:

a audio/video switcher for generating overlay signals to be integrated with said pre-recorded signals; and

synchronizing means for facilitating the synchronization of the pre-recorded video and audio signals onto individual ones of the blank storage media devices.

5. An individually customized compiling system according to claim 1, further comprising:

customizing means responsive to said computing means for selecting certain ones of said information signals to generate customized signals indicative of the recipient information for selected recipients and for selecting certain ones of said pre-recorded signals pertaining to a given product, service, recommendation or combination thereof.

6. An individually customized compiling system according to claim 5, further comprising:

switching means responsive to said computing means for causing said recording means to store in a certain sequence the customized signals and the selected ones of said pre-recorded signals for facilitating the presentation of product, service, recommendation information customized for a selected recipient.

7. An individually customized compiling system according to claim 6, wherein said computing means includes processing means for facilitating the selection of certain ones of said pre-recorded audio and video signals indicative of certain ones of said segments and for causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes.

8. An individually customized compiling system according to claim 6, wherein said presentation memory means includes a videodisc player.

9. An individually customized compiling system according to claim 6, wherein said data base memory means is a floppy disc with information signals stored thereon, said information signals being indicative of customized recipient information pertaining to a group of recipients.

10. An individually customized compiling system according to claim 6, wherein said recording means includes videodisc recording means for recording selected ones of said pre-recorded audio and video signals and said customized signals.

11. An individually customized compiling system according to claim 6, wherein said computing means further comprises:

means for receiving said information signals indicative of customized recipient information pertaining to a group of recipients; and

means for storing said information signals.

5 12. An individually customized compiling system according to claim 11, wherein said means for receiving includes a local area network circuit.

10 13. A method for compiling individually customized information onto blank storage media devices, comprising the steps of:

storing information signals indicative of customized recipient information pertaining to a group of recipients;

15 storing a group of pre-recorded audio and video signals indicative of a group of audio and video segments to be compiled selectively;

selecting certain ones of said pre-recorded signal indicative of certain ones of said segments;

20 causing signals indicative of certain ones of said segments to be retrieved selectively in a given sequence for compilation purposes; and

storing said retrieved signals onto individual ones of the storage media devices.

25 14. The method for merging individually customized information onto a blank storage media devices according to claim 13, further comprising:

selecting certain ones of said information signals to generate customized signals indicative of personal profile information for selected consumers;

30 selecting certain ones of said pre-recorded signals pertaining to a given product, service or recommendation or combination thereof;

using a recording means; and  
causing said recording means to store in a  
certain sequence the customized signals and the selected  
ones of said pre-recorded signals for facilitating the  
5 presentation of product, service, recommendation  
information customized for a selected consumer.

15. A processing system in combination with an  
individually customized compiling system for compiling  
information onto blank storage media devices, wherein said  
10 system includes data base memory means for storing  
information signals indicative of customized recipient  
information pertaining to a group of recipients;  
presentation memory means for storing a group of pre-  
recorded audio and video signals indicative of a group of  
15 audio and video segments to be compiled selectively;  
computing means responsive to stored information signals  
indicative of customized recipient information for  
selecting certain ones of said pre-recorded signals  
indicative of certain ones of said segments and for  
20 causing signals indicative of certain ones of said segments  
to be retrieved selectively in a given sequence for  
compilation purposes; and recording means responsive to  
retrieved signals indicative of certain ones of said  
segments for storing said retrieved signals onto individual  
25 ones of the storage media devices, said processing system  
comprising:

local area network means for communicating with a  
plurality of the compiling systems; and

30 computing means for selecting certain ones of  
said systems for compiling information onto blank storage  
media devices;

said computing means including a central processing unit, program memory means, data base memory means, and a keyboard connected to said central processing unit for the transfer of information between said keyboard and said central processing unit.

16. An individually customized storage media device produced in accordance with the process of claim 13.

17. An individually customized compiling system according to claim 5, wherein said customizing means comprises:

segments selector means responsive to said computer means for selecting certain ones of said pre-recorded signals indicative of certain ones of said segments and for causing said signals indicative of certain ones of said segments to be synchronized when retrieved selectively in a given sequence for compilation purposes; and

customized overlay integrator means responsive to said segment selector means and to said computing means for integrating signals indicative of computer generated audio and video overlay segments for compilation purposes.

18. An individually customized compiling system according to claim 17, wherein said segment selector means comprises:

a audio/video switcher for generating overlay signals to be integrated with said pre-recorded signals; and

synchronizing means for facilitating the synchronization of the pre-recorded video and audio signals onto individual ones of the blank storage media devices.

19. An individually customized compiling system according to claim 17, wherein said customized overlay integrator means comprises:

5        graphic and character generator means for  
generating graphic and character overlay signals for  
selective integration with said pre-recorded video signal  
and said computer generated video overlay signals; and  
      audio level control means for controlling the  
10        audibility level of the pre-recorded audio signals and the  
computer generated audio overlay segments for compilation  
purposes.

20. A tape production unit for recording information onto blank media, comprising:

15        analyzing means for selecting target information  
signals indicative of a recipient;

      means responsive to said selected information  
signals for generating algorithm signals for selecting  
product, service, recommendation information for  
presentation to a recipient;

20        presentation memory means for storing a group of  
pre-recorded information signals indicative of a group of  
product, service, recommendation information segments to be  
compiled selectively;

25        means responsive to said algorithm signals for  
selecting and sequencing certain ones of product, service,  
recommendation information segments for compiling onto the  
blank media;

30        means responsive to said algorithm signals and to  
said means for selecting and sequencing for merging certain  
ones of said product, service, recommendation information  
segments with certain ones of said selected target



information signals to form customized information signals;  
and

assembly means for assembling said customized  
information signals and certain ones of said product,  
5 service, information segments onto individual ones of the  
blank media units.

21. A system including a programmed data processor  
for video marketing a plan, said plan being customized for  
an individual recipient on a recorded media storage device,  
10 said system comprising:

data base means for storing groups of customized  
input information signals indicative of the personal  
profile information of groups of selected recipients;

presentation memory means for storing a group of  
15 pre-recorded signals indicative of a group of vignettes  
illustrative of various planning information;

means responsive to said groups of customized  
input information signals for selecting certain ones of  
said pre-recorded signals for facilitating the presentation  
20 of planning information, said planning information being  
indicative of a plan with given planning goals and  
objectives;

recording means for storing said customized input  
information signals and the selected ones of said pre-  
25 recorded signals; and

switching means responsive to said means for  
selecting for causing said recording means to store certain  
ones of said customized input information signals  
indicative of the personal profile information for a  
30 selected recipient, and to store selected ones of said  
pre-recorded signals corresponding to said plan with given  
planning goals and objectives in a certain sequence.

22. A system for video marketing according to claim 21, further comprising:

5 data computer means responsive to said customized input information signals for determining a desired plan with certain objectives and goals structured according to the personal profile information for a selected individual.

23. A system for video marketing according to claim 22, wherein said data computer means includes means for selecting a desired plan with certain objectives and goals structured according to the personal profile information for a selected individual.

24. A system for video marketing according to claim 23, wherein said means for selecting includes an algorithm for facilitating the selection of certain ones of said pre-recorded signals indicative of plans, goals and objectives.

25. A system for video marketing according to claim 21, wherein said presentation memory means includes: a video disc player means, and said vignettes are audio and motion picture vignettes.

26. A system for video marketing according to claim 21, wherein said recording means includes: video disc recording means for recording selected ones of said customized input information signals and selected ones of said pre-recorded signals.

27. A system for video marketing according to claim 22, wherein said data computer means includes means for receiving said groups of customized input information signals.

30 28. An individually customized compiling system according to claim 1, further comprising:

printing means for producing indicia bearing media, said indicia being indicative of said customized recipient information and the information content of certain ones of said audio and video segments.

5        29. A system for video marketing according to claim 21, wherein said recording means records said selected ones of said input information signals and selected ones of said pre-recorded signals on a recording media.

10       30. A system for video marketing according to claim 29, wherein said recording media is a video disc.

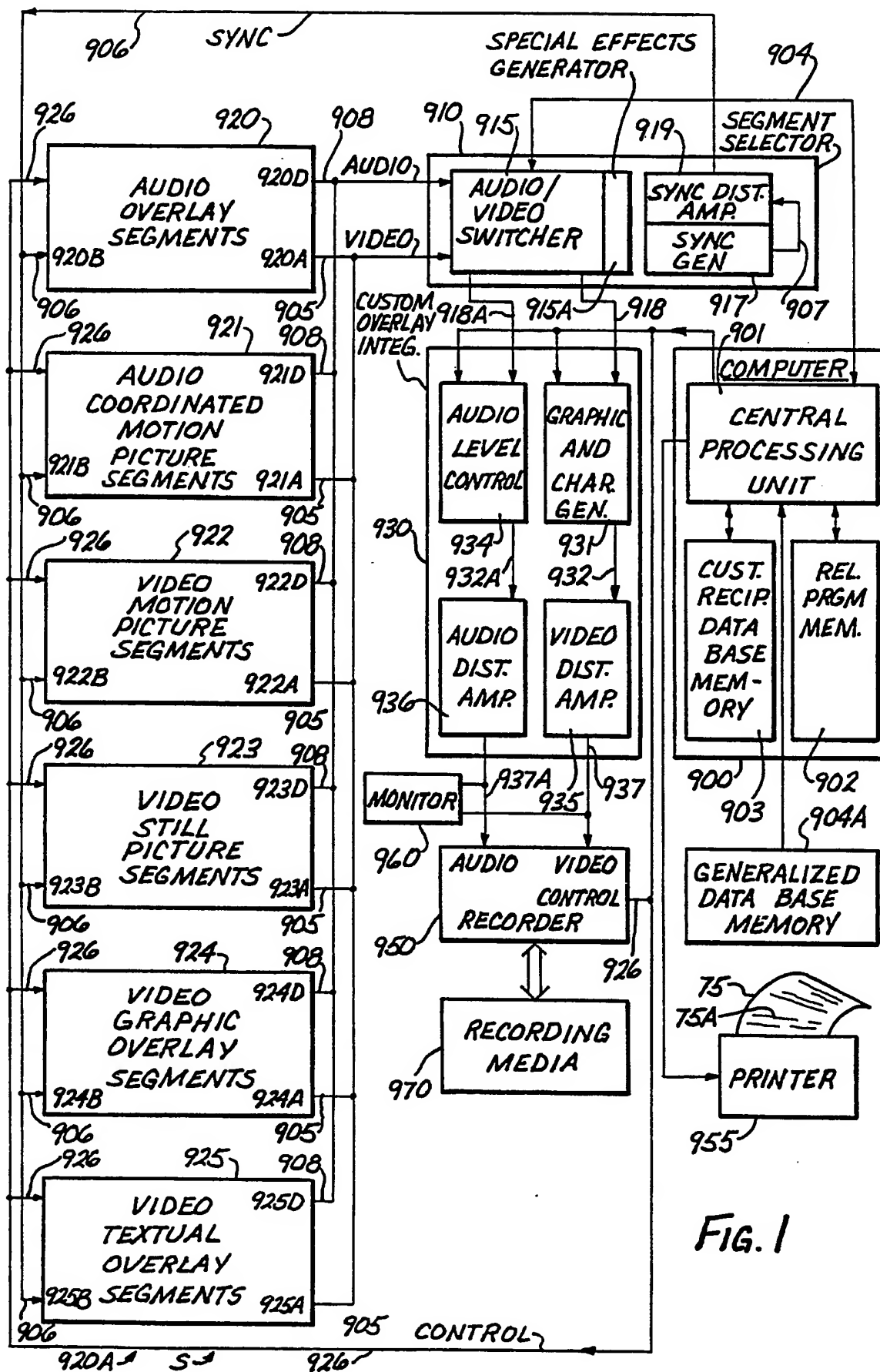
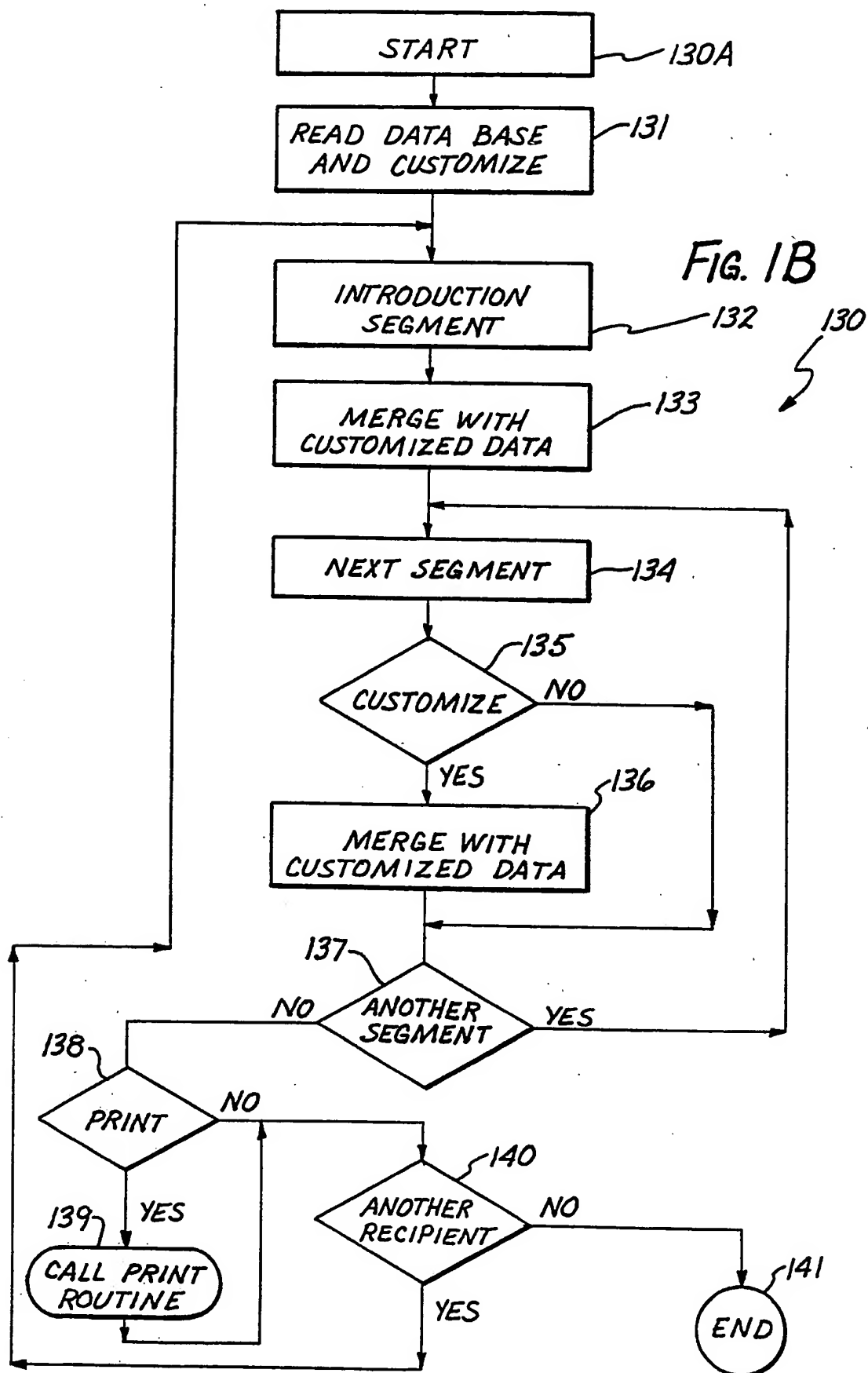


FIG. 1



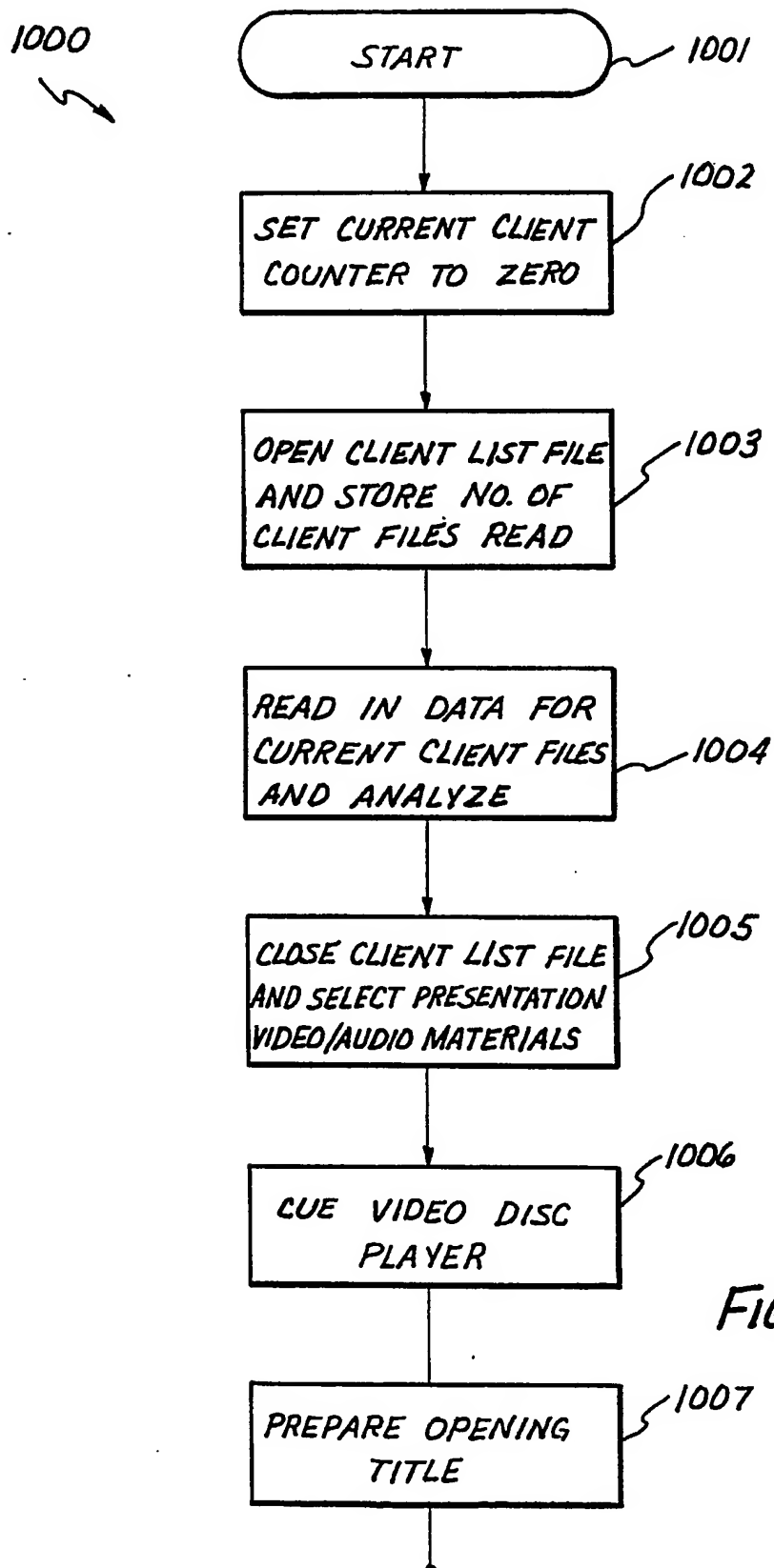
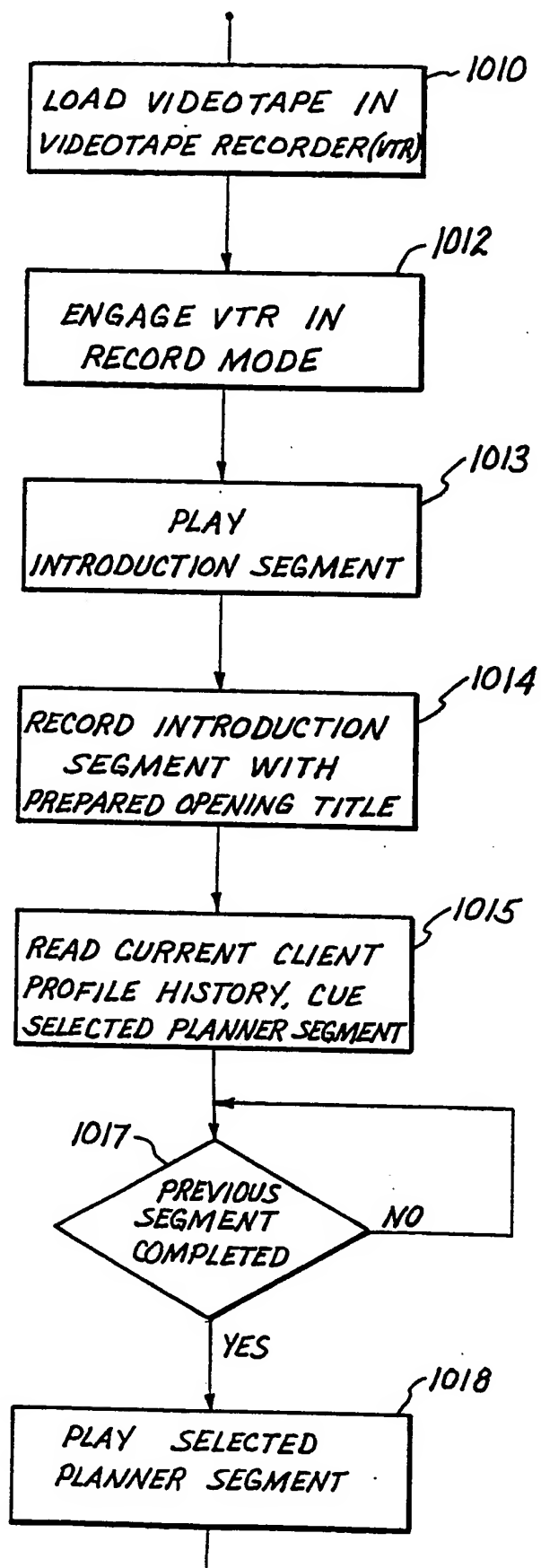
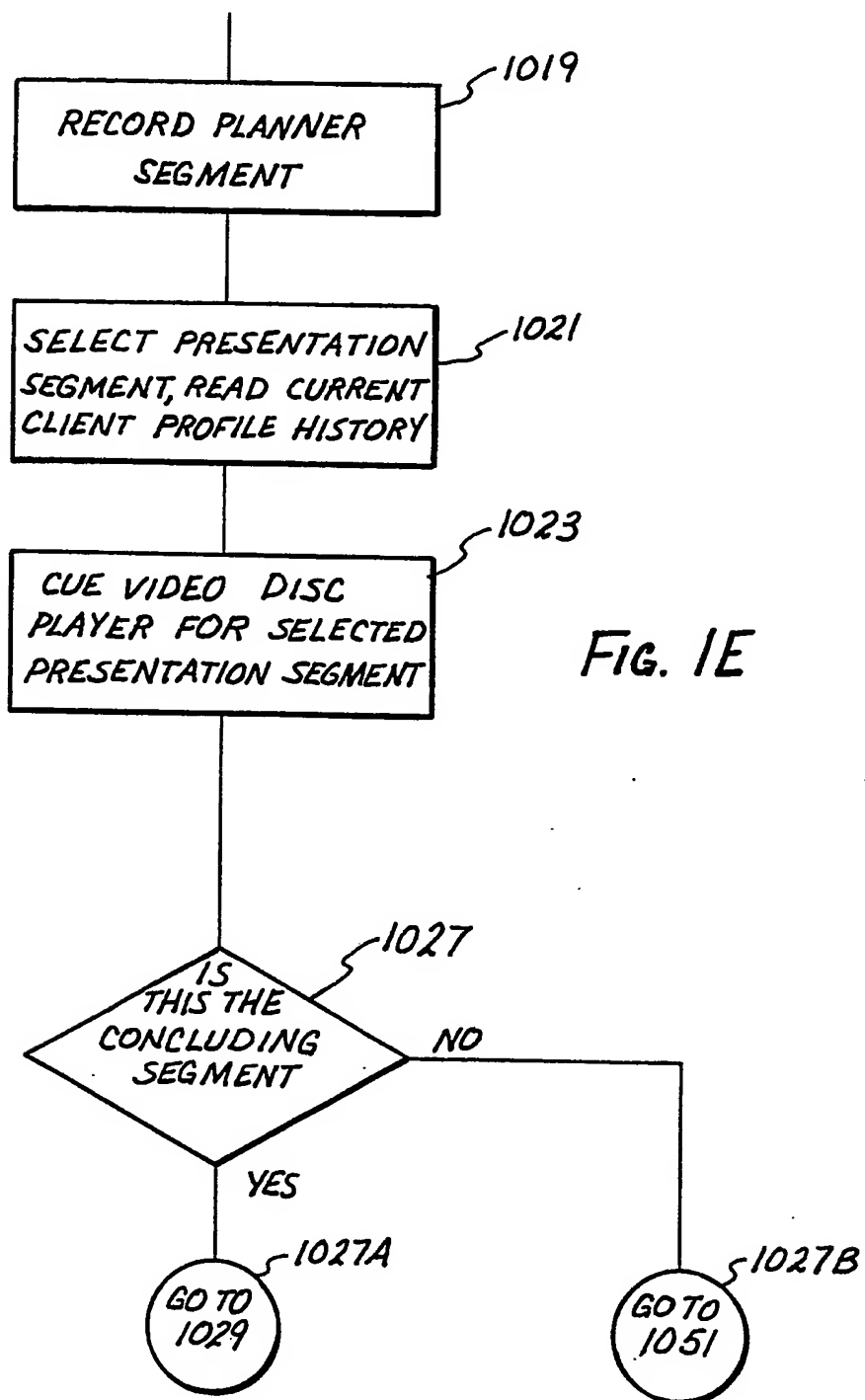


FIG. 1C

FIG. 1D







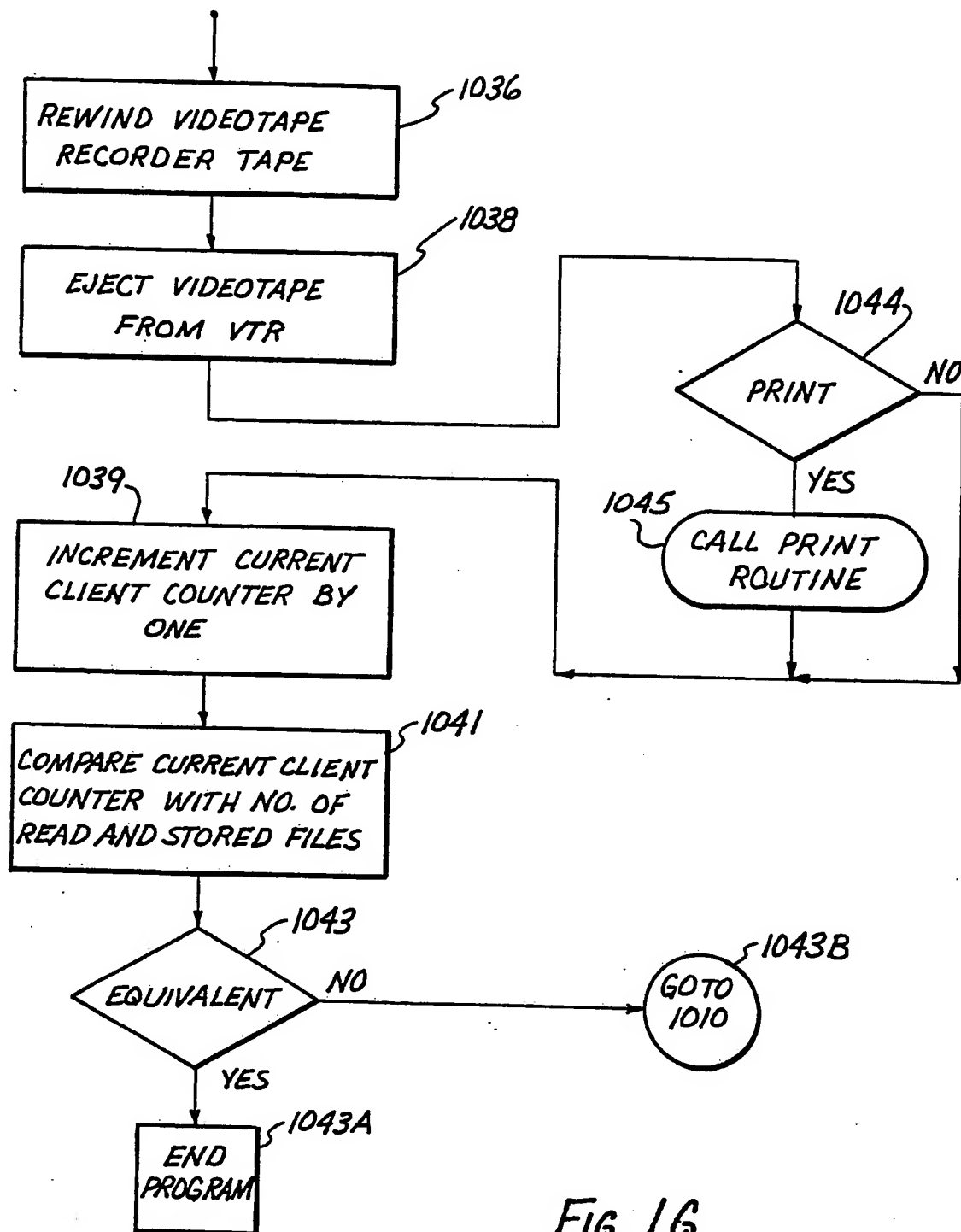
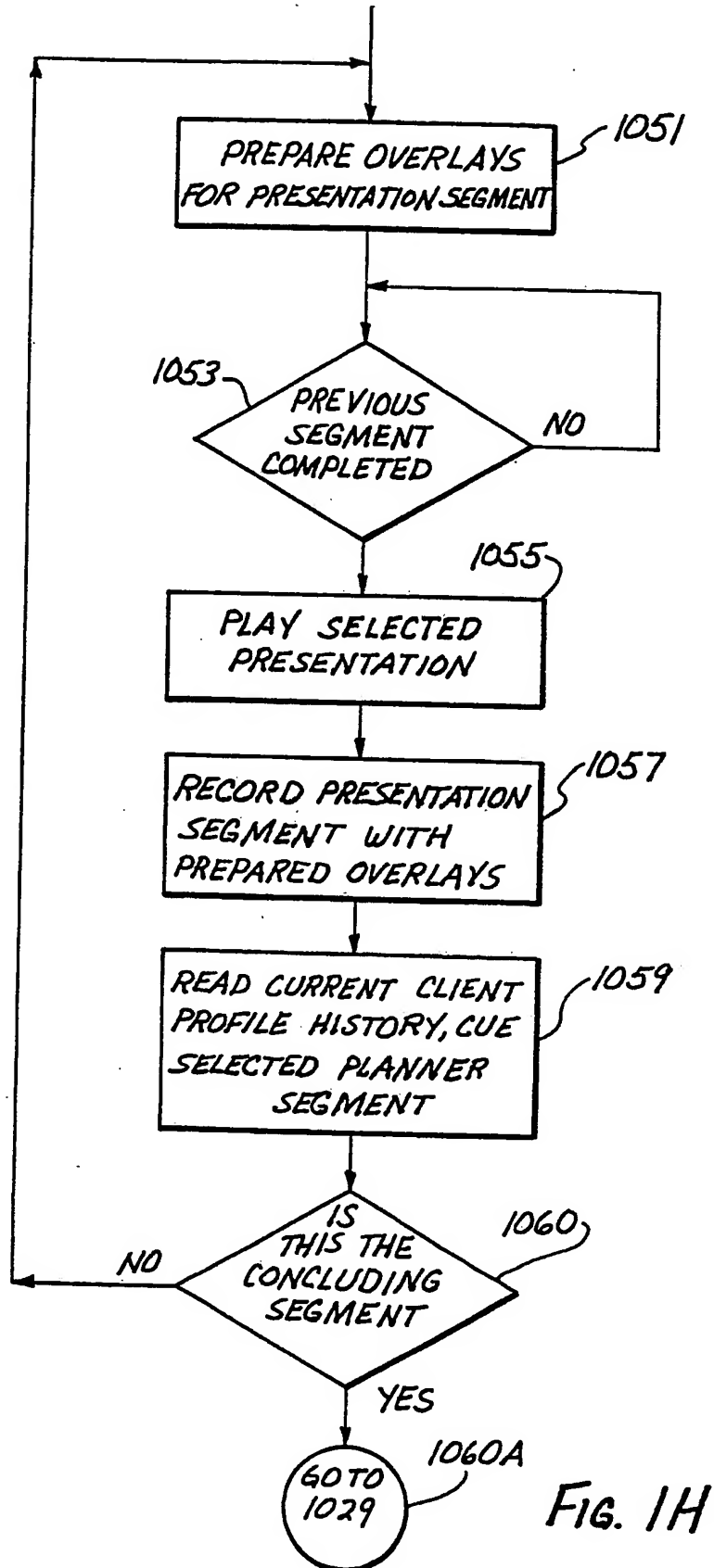
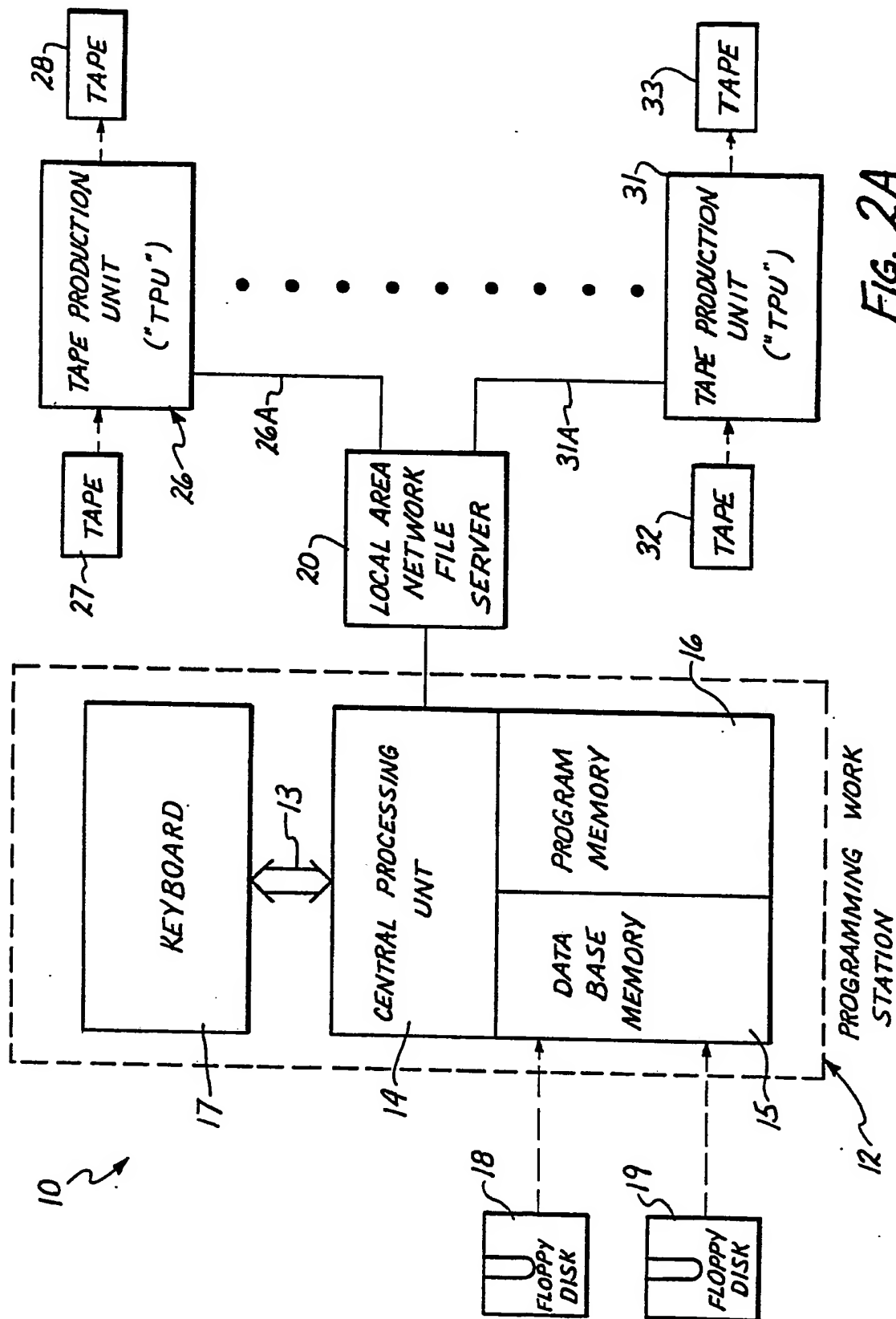


FIG. 16

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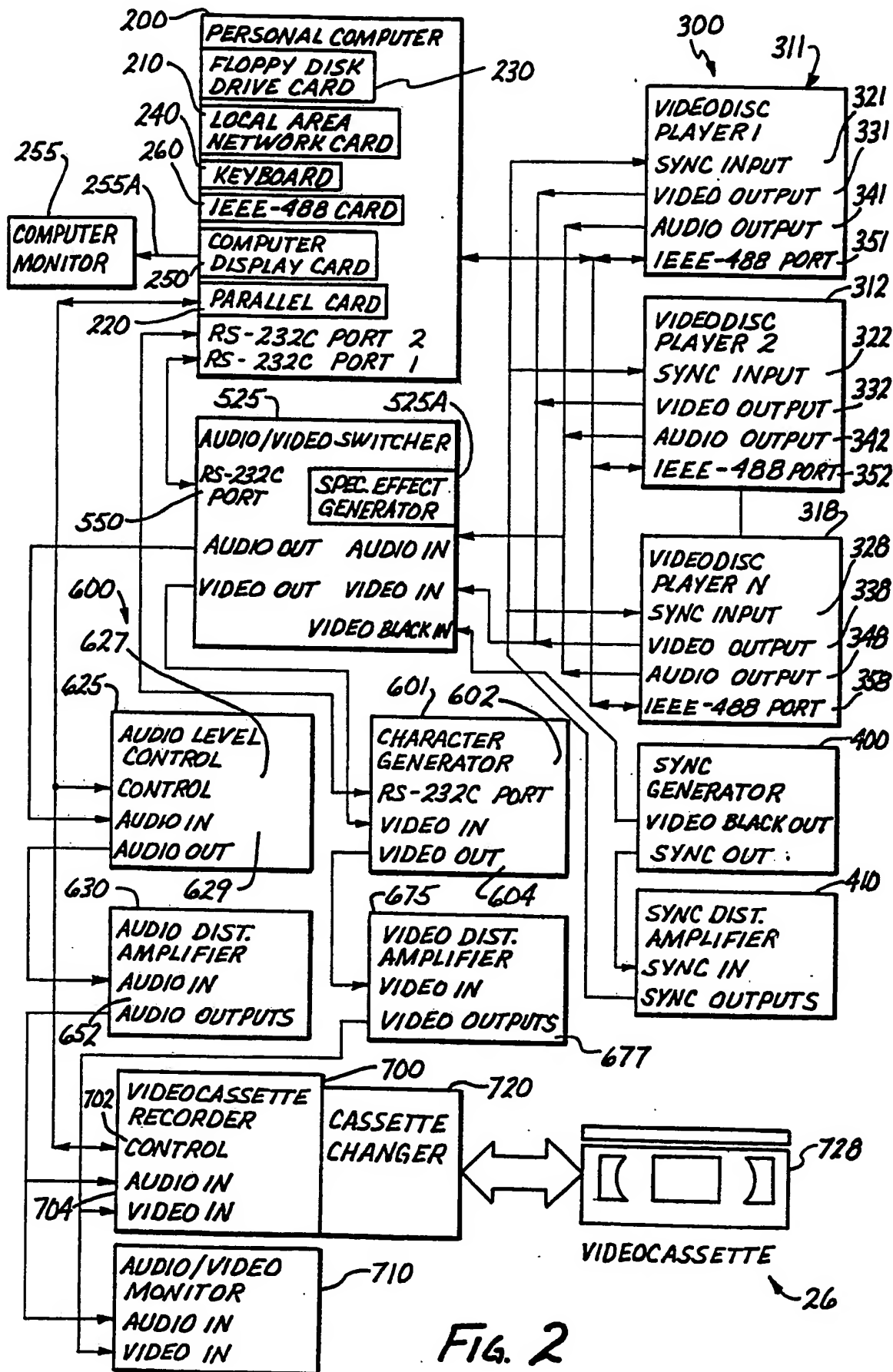


FIG. 2

# INTERNATIONAL SEARCH REPORT

International Application No. PCT/US90/00102

## I. CLASSIFICATION OF SUBJECT MATTER (if several classification symbols apply, indicate all) \*

According to International Patent Classification (IPC) or to both National Classification and IPC

IPC(5): G09B 7/04

U.S. CL.: 364/401

## II. FIELDS SEARCHED

Minimum Documentation Searched 7

Classification System

Classification Symbols

U.S.

364/401; 434/107; 364/900; 364/400

Documentation Searched other than Minimum Documentation  
to the extent that such Documents are Included in the Fields Searched \*

## III. DOCUMENTS CONSIDERED TO BE RELEVANT \*

Category *	Citation of Document, <sup>11</sup> with indication, where appropriate, of the relevant passages <sup>12</sup>	Relevant to Claim No. <sup>13</sup>
A	US, A, 4,750,151, (BAUS) 07 June 1988, See entire document.	1-30
Y,P	US, A, 4,852,042 (ZUR MUHLEN et al.), 25 July 1989, See lines 40-55 of col. 1, claim 1.	1,13-15,20-21
A	US, A, 3,654,708 (BRUDNER), 11 April 1972, See entire document.	1-30
A,P	US, A, 4,766,542 (PILARCZYK), 23 August 1988, See elements 40, 46 in Figure 2, col. 5, claims 1,7.	1,2,13,14
Y,P	US, A, 4,863,384 (SLADE), 23 September 1989, See the abstract, cols 3,4,13,14, claims 1-26.	1-30
A,P	US, A, 4,847,760 (YAGI), 11 July 1989, See entire document.	1-30

\* Special categories of cited documents: <sup>10</sup>

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

## IV. CERTIFICATION

Date of the Actual Completion of the International Search

Date of Mailing of this International Search Report

04 APRIL 1990

24 MAY 1990

International Searching Authority

Signature of Authorized Officer

ISA/US

KIM BUI

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